

Harvard Square Retail Mix

July 20, 2006



During last May's public discussion about creating a healthy Harvard Square, there seemed to be general agreement that we should establish working groups or sub-committees to follow-up on the issues we talked about during our previous meetings. I have outlined below a list of sub-committees based on what I believe were the issues of greatest concern. If I have missed anything important, please do not hesitate to let me know. You may review summaries of our past public meetings by clicking on the following link: [Harvard Square Meeting Summaries](#)

To establish the sub-committees, we need individuals to volunteer to serve on one or more groups based on the issue(s) that are most important to them. If you are interested, please let me, Estella Johnson, know which sub-committee(s) you want to work with. You can reach me at 617-349-4616 or at estellaj@cambridgema.gov. You can also contact Sarah Rahman at 617-349-4654 or srahman@cambridgema.gov.

Sub-committees and Proposed Goals

Online Coordination of Events

To develop an automated and centralized system for collecting information on activities in and around Harvard Square and at Harvard University that is easily accessible and readily available to both the local community and the general public.

Marketing and Branding

To encourage positive press for Harvard Square and develop a comprehensive marketing and branding campaign, including slogans, signage, buttons, and t-shirts

Retail Mix

To provide suggestions for desired retail mix. To promote dialogue between new and existing tenants and landlords and to develop programmatic alternatives to the high cost of retail space.

Outdoor Activities

To encourage increased outdoor activities in and around Harvard Square, including more outdoor dining, arts projects, cultural offerings, entertainment, and children's activities.

Safety and Homelessness

To address issues related to safety and homelessness in Harvard Square.

Physical Appearance and Ambience

To ensure that the look and feel of Harvard Square presents an inviting atmosphere to all visitors. To consider projects involving window displays, wall murals, and subway station improvements.

I am excited by the level of cooperation and enthusiasm that has been demonstrated thus far. Your input is crucial to the process of improving Harvard Square. Please let me know what you think.

Sincerely,

Estella Johnson
City of Cambridge Economic Development Division

email: estellaj@cambridgema.gov

phone: (617) 349-4616

web: <http://www.cambridgema.gov/cdd>